Abstract

A system, method and apparatus for dynamic traffic management on a network from a referral provider to target locations. A referral provider, such as a web master, operates a web site, wherein the referral provider has included a search box on the web site. A visitor to the site enters a search in the search box on the site of the referral provider, wherein the user search includes key terms or key words that are directed to the subject matter desired to be found. Once the user enters the key terms, a key term analyzer compares the user key terms with a predefined set of key terms. If the user key terms are included within the set of predefined key terms, the user is directed to a primary target location. If the user key terms are not included within the set of predefined key terms, the user is directed to an alternative target location.